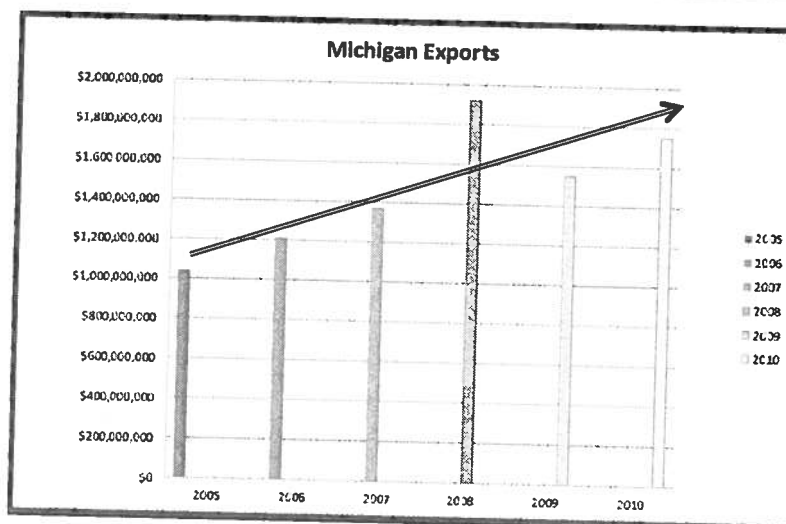


## Global Opportunities for the Michigan Food and Agriculture Industry

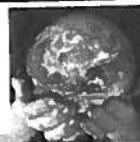


Michigan Food and Agriculture Exports:  
A World of Opportunity

## 2010 Michigan Exports \$1.75 Billion (Source: USDA)



## 2010 Top Michigan Food & Agriculture Export Markets



Canada	\$769,186,158
Mexico	\$68,026,612
Japan	\$53,194,242
South Korea	\$38,012,197
China	\$23,067,240
Russia	\$17,425,758
Taiwan	\$16,289,623
Indonesia	\$16,200,748
Netherlands	\$14,122,907
United Kingdom	\$12,173,154

Source: Euromonitor

## Top Products Exported



Top Michigan Agriculture Exports, FY 2010 (USDA)	Rank Among States	Value Million \$
1.) Soybeans & Products	12	588.7
2.) Feed grains & Products	13	276.3
3.) Wheat & Products	16	194.3
4.) Other	6	175.4
5.) Vegetables & Preparations	9	158.0
6.) Fruit & Preparations	7	144.6
Total Export Value	18	1,754.1

Other = Sugar and tropical products, minor oilseeds, essential oils, beverages other than juice, nursery and greenhouse, wine, and misc. vegetable products.

## Export Program Assistance



- Export Education
- Finding Buyers (buyers missions, trade mission, trade shows, etc.)
- Trade Leads
- Export Documentation
- Financing
- Transportation/Logistics
- Assistance navigating state and federal assistance programs

## MI Pavilion at NRA Show



- NRA Show held May 21-24, 2011, in Chicago, IL attracted domestic and international buyers to the show
- Achatz Handmade Pie Co., Chesterfield; Chestnut Growers, Inc., Milford; Cherry Central Cooperative, Traverse City; Cole's Quality Foods, Grand Rapids; Flatout Flatbreads, Saline; Dorothy Dawson Food Products, Jackson; Hamilton Eggs, Hamilton; Michigan Apple Committee, DeWitt; and Zeeland Food Service, Zeeland
- Actual domestic sales were reported as \$1 million with future anticipated sales of \$13 million
- Actual export sales of \$100,000 were reported with future anticipated export sales \$2.3 million.
- Cherry Central Cooperative and Dorothy Dawson Foods took the opportunity to meet one-on-one with 10 international buyers that Food Export Association of the Midwest brought to the show.

## Export Seminars



- Held 3 seminars in 2011
- 50 companies participated
- Basics of exporting, logistics, financing, company panels
- Work collaboratively with partners to host around the state

## MI Ag Exporter of the Year

- Awarded in 2011 for export work in 2010
- Committee reviews applications and recommends company to Director
- 2010 – Cherry Central Cooperative



## Food Export-Midwest and Food Export-Northeast



- Private, non-profit international trade organizations
- Members are State Agricultural Promotion Agencies
- Work with producers in the Midwest and Northeast
- Often work with small and medium-sized producers
- Focus on products that are value-added, consumer-oriented
- Governed by a Board of Directors and Board of Trustees consisting of Secretaries, Directors or Commissioners of Agriculture from member states
- [www.foodexport.org](http://www.foodexport.org)

## State Regional Trade Groups



## Food Export Programs & Services



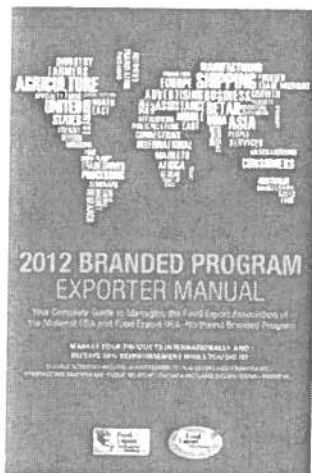
- **Export Education**
  - Food Export Helpline – Free service
- **Market Builder**
  - Cost effective primary in-country research
  - Services include: Store check and competitive product shopping, Importation analysis, Distributor referrals, In-market assistance
  - Market builder package (Market Scan and Rep Finder) \$750 – or separately: Market Scan: \$400 & Rep Finder: \$500
- **Buyers Missions**
  - One-on-one meetings with pre-qualified buyers
  - Cost - \$100 or \$150

## Food Export Programs & Services



- **Food Show Plus!**
  - Cost is \$200
  - Services typically include: Research, Translation of company profile and product data, Interpreters at your booth, One-on-one meetings, Site visits, industry tours, Qualification of leads at the show
- **Trade Missions**
  - 3-day activity to bring suppliers to various countries
  - Receive import analysis and competitive store check
  - Schedule one-on-one meetings with buyers
  - Cost: \$600

## Branded Program



- Cost share assistance for branded products sold in foreign markets
  - 50% cost reimbursement of eligible expenses
- U.S. food & agricultural products only
  - minimum 50% US agricultural origin
- Products not covered by another industry group
- Small companies only (<500 employees)
- Application from a U.S. company

## Midwest Buyers' Mission



- July 24, 2012 – E. Lansing, MI
- 15 international buyers around the world
- Early registration deadline \$100 Final registration deadline \$150

## S. Korea Bakery Ingredients Trade Mission



- Seoul, S. Korea
- August 27-29, 2012
- Trade Mission Activities
  - One-on-one meetings
  - Industry Tours
  - Market Briefing
  - Seminar for the Korean Industry



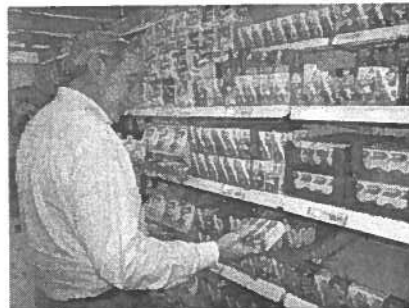
## Finding New Export Opportunities



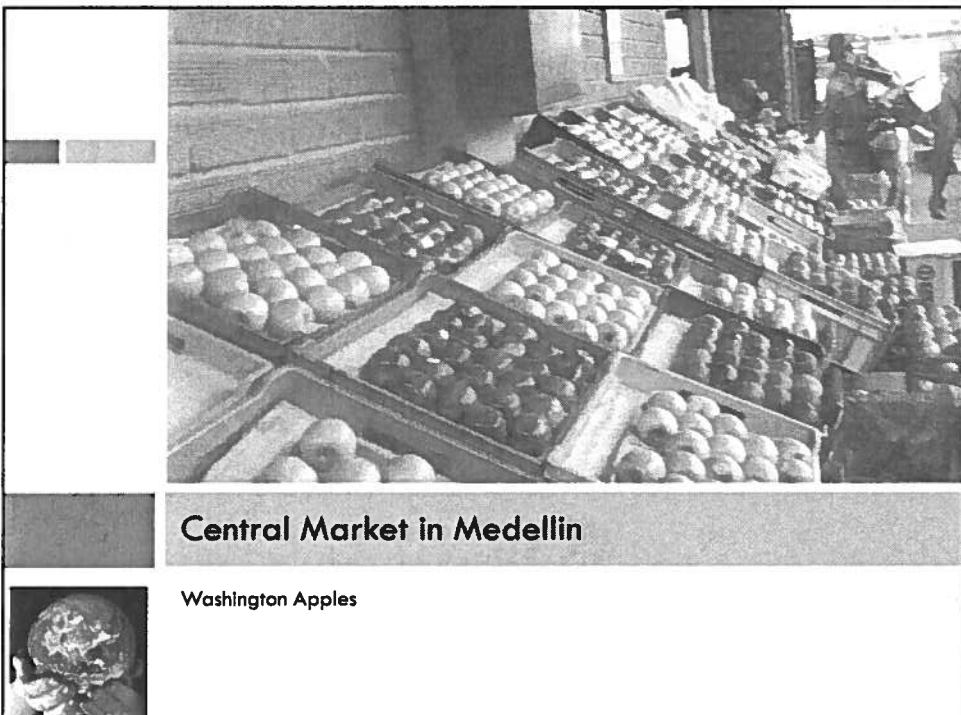
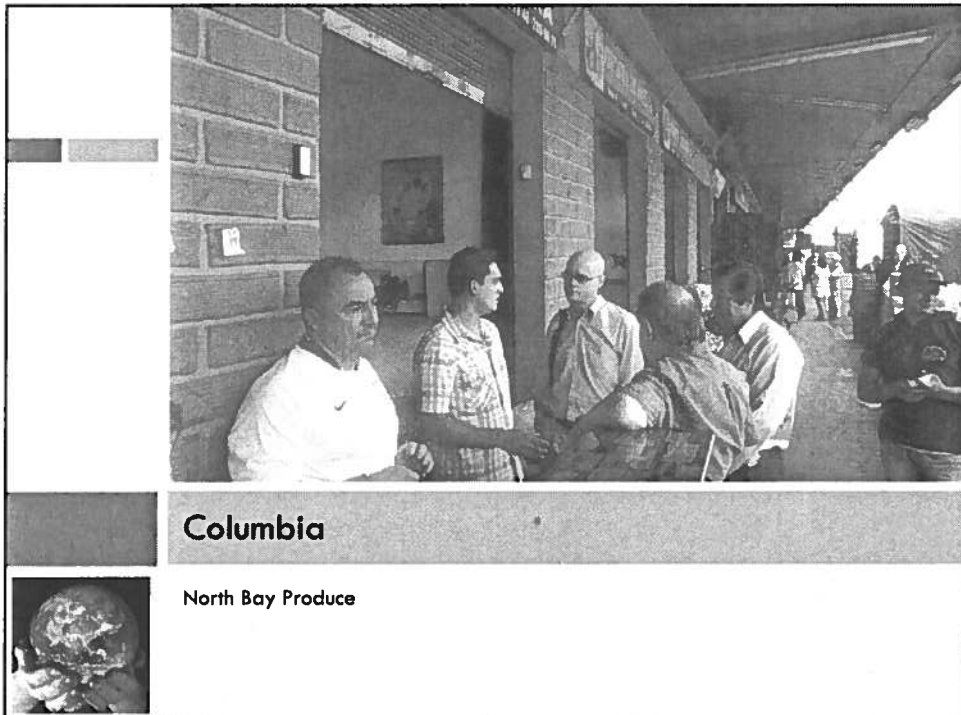
Columbia



Dominican Republic



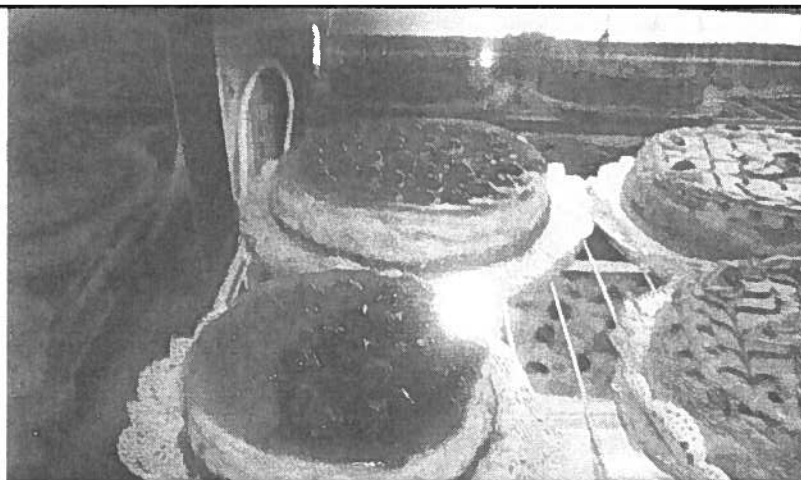
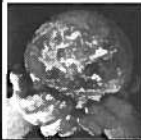






### Central Market Medellin

Phil Korson & Bob Green looking at dry beans

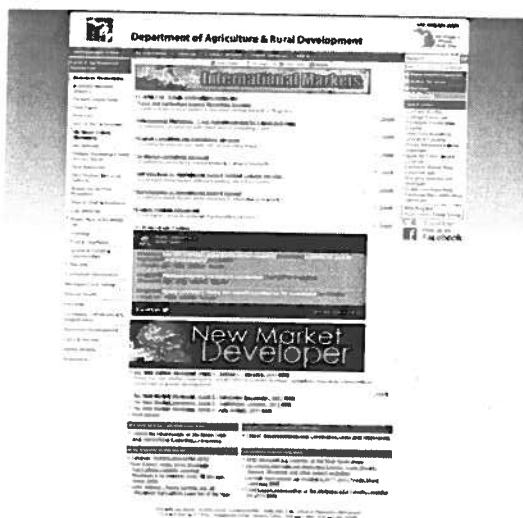


### Bakery in Santo Domingo, Dominican Republic

cheese cake with tart cherry topping



[www.michigan.gov/agexport](http://www.michigan.gov/agexport)



THANK YOU



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